

UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WISCONSIN

E2INTERACTIVE, INC., and  
INTERACTIVE COMMUNICATIONS  
INTERNATIONAL, INC.,

Plaintiffs, Case No. 09-CV-629

BLACKHAWK NETWORK, INC.,  
Defendant.

# BLACKHAWK NETWORK, INC.'S CORPORATE DISCLOSURE STATEMENT

Pursuant to Federal Rule of Civil Procedure 7.1, Defendant and Counterclaimant  
Blackhawk Network, Inc. ("Blackhawk") makes the following disclosure:

1. Blackhawk is a wholly-owned subsidiary of corporate parent Blackhawk Network Holdings, Inc.
2. Safeway Inc. (NYSE: SWY) is the beneficial owner of more than 10% of Blackhawk Network Holdings, Inc.'s stock.

Respectfully submitted,

*s/James D. Peterson*

---

James D. Peterson

James D. Peterson  
State Bar No. 1022819  
Brian J. Cahill  
State Bar No. 1055439  
GODFREY & KAHN, S.C.  
One East Main Street, Suite 500  
Post Office Box 2719  
Madison, WI 53701-2719  
Phone: 608-257-3911  
Fax: 608-257-0609  
Email: [jpeterson@gklaw.com](mailto:jpeterson@gklaw.com)

*Of Counsel:*

IRELL & MANELLA LLP  
Morgan Chu (CA Bar No. 70446)  
Richard M. Birnholz (CA Bar No. 151543)  
Benjamin T. Wang (CA Bar No. 228712)  
1800 Avenue of the Stars  
Suite 900  
Los Angeles, California 90067-4276  
Phone: (310) 277-1010  
Fax: (310) 203-7199  
Email: [mchu@irell.com](mailto:mchu@irell.com)  
[rbirnholz@irell.com](mailto:rbirnholz@irell.com)  
[bwang@irell.com](mailto:bwang@irell.com)

Attorneys for Blackhawk Network, Inc.

**CERTIFICATE OF SERVICE**

The undersigned certifies that the foregoing document was filed through the Court's CM/ECF system, which will provide notification and service to the counsel of record listed below:

Robin L. McGrath  
Holly S. Hawkins  
Alston & Bird LLP  
One Atlantic Center  
1201 West Peachtree Street  
Atlanta, GA 30309-3424

Matthew J. Duchemin  
Andrew M. Norman  
Quarles & Brady LLP  
33 East Main Street  
Suite 900  
Madison, Wisconsin 53703

*s/James D. Peterson*  
\_\_\_\_\_  
James D. Peterson